TORNGATS

BHUDAK
CONSULTANTS LTD.

NEON COAST

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AWARENESS CAMPAIGN REPORT

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THANK YOU

Neon Coast would like to thank the Newfound Land and Labrador Parks Canada Employees, the Base Camp contractors and contributers who helped us develop respectful and concise messaging to appropriately represent the cultures and traditions of all the Torngats Communities and interests.

TORNGATS

INTRODUCTION

The Torngats Awareness Campaign has three main goals.

#1 **Increasing the general awareness about the park across Canada.**

#2 **Generating tourism based inquiries about booking or running tours in the park.**

#3 **Increasing the general awareness about the park across the United States and Europe.**

The Torngats Awareness Campaign involves five tactics to achieve these goals:

- Social Media Marketing
- Social Media Advertising
- Google Keyword Search Advertising
- Google Image Advertising
- Tourism Media Advertising

The Torngats Awareness Campaign employed these five tactics because each is a safe and effective way to distribute information and imagery about the park. Each tactic also collects a wide range of data that helps calculate the engagement, response and maps the user experience.
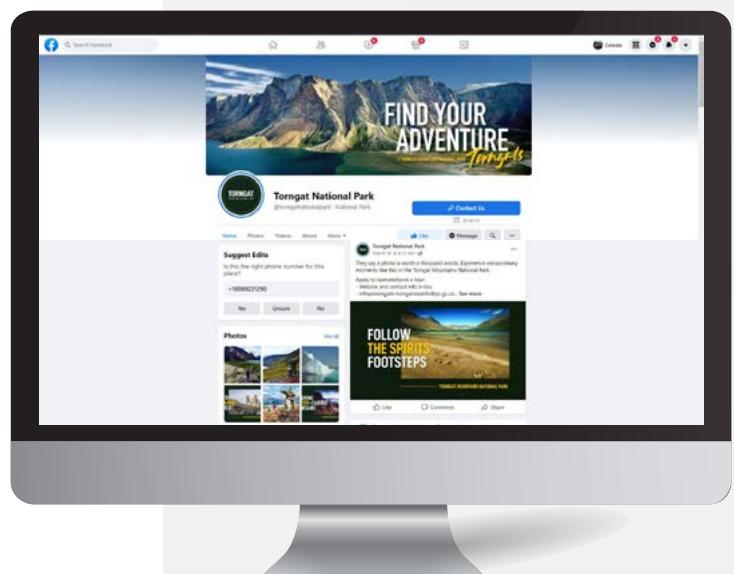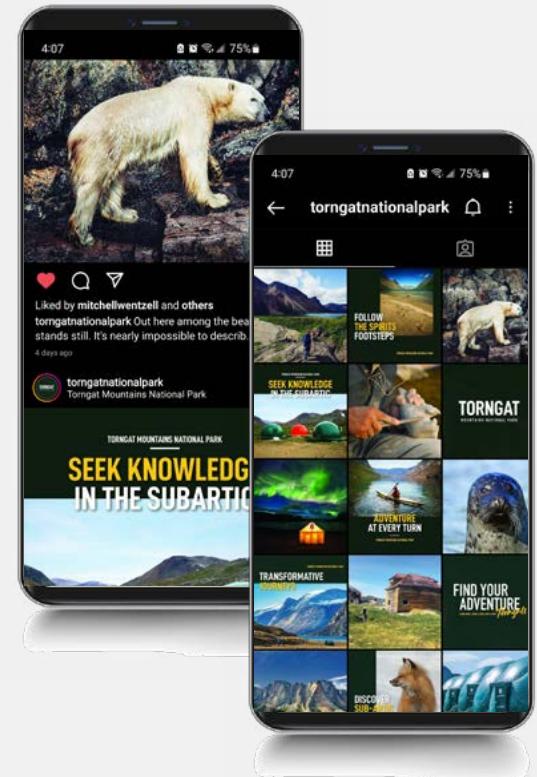
TORNGATS

STRATEGY

The Torngats National Park Awareness Campaign is a phased advertising and tourism industry recruitment strategy. The campaign involves Google advertising, social media advertising and a number of tactics to help deliver messaging and inspire action. The call to action is for individuals and businesses and to apply to tour or run tours in the park. Interested parties can click, call or email to learn more, and take their first steps to experience the Torngats.

The campaign has unique Business-to-Business (B2B) and Business-to-Consumer (B2C) strategies. These strategies are best reflected in the design style and messaging in the advertising and social media graphics.

- B2B – Brand forward, business targeted graphics and messaging. A professional look and feel that reflects a reliable outdoor tourism brand.
- B2C – Bold, consumer targeted ads. Dark, eye catching graphics that challenge consumers and reflect an outdoor sports brand.

THE CAMPAIGN BRAND
For the campaign Neon Coast created a Torngat Mountains National Park word mark. The word mark is always paired with exciting language and beautiful photography from the park.

THE CAMPAIGN ADVERTISING
The goal was to present the Torngat Mountains National Park as an epic Canadian adventure destination. A destination comparable to Machu Picchu, Everest, the Andes and more. The language challenges tourism companies and travelers to rethink the way they see adventure tourism in Canada. Inviting them to learn more and **"FIND THEIR ADVENTURE"** in the Torngats Mountains National Park.

BUSINESS-TO-BUSINESS
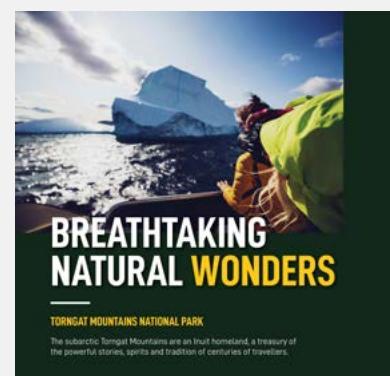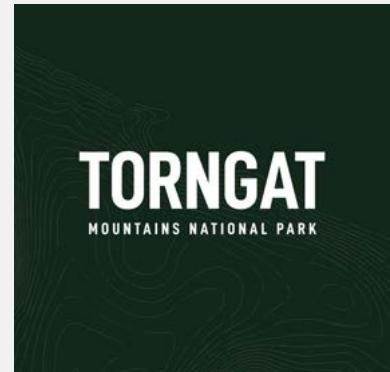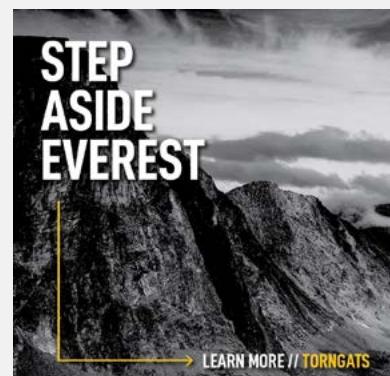
BUSINESS-TO-CONSUMER
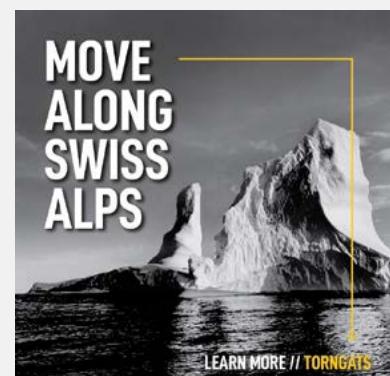
TORNGATS

PLATFORMS
- Facebook and Instagram Ads
- Google Ad Words
- Google Image Ads
- Instagram, Facebook, Twitter Profiles
- Third Party Media Outlet – National Parks Trips

LOCATIONS TARGETED
- Canada, United States, and European Tourism Businesses
- Canadian Tourism Consumers
- USA Tourism Consumers
- European Tourism Consumers

TRADITIONAL MESSAGING

TOWERING **GLACIER** CARVED MOUNTAINS

TORNGAT MOUNTAINS NATIONAL PARK

BOLD MESSAGING

MOVE OVER MACHU PICCHU

LEARN MORE // TORNGATS
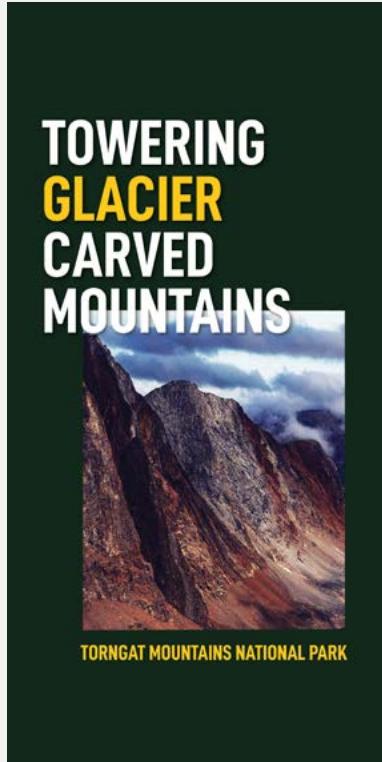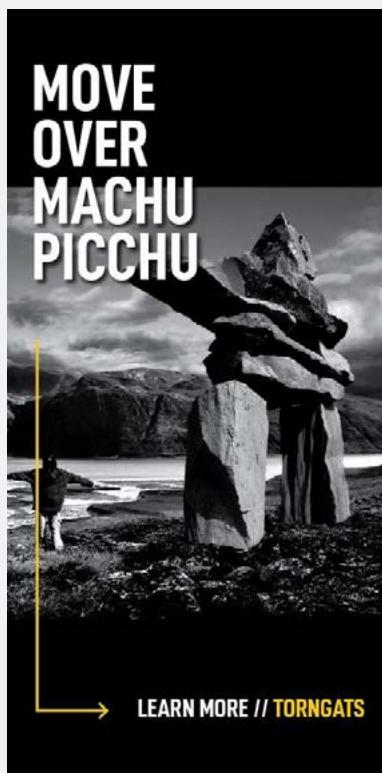
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CUSTOMER JOURNEY

Total engagement across all channels and campaigns.
This diagrams below show the customer journey and engagement results.

1,252,476
Impressions/Reach

54,094
Website Link Clicks

UNKNOWN
Website Traffic

?
Tours Booked

OUTSIDE PROJECT SCOPE

B2B Actions:
The amount of website clicks from targeting only businesses.

B2C Actions:
The amount of website clicks from targeting only consumers.

77%
20%
3%

Mixed Actions:
The amount of website clicks from targeting B2B and B2C keywords.
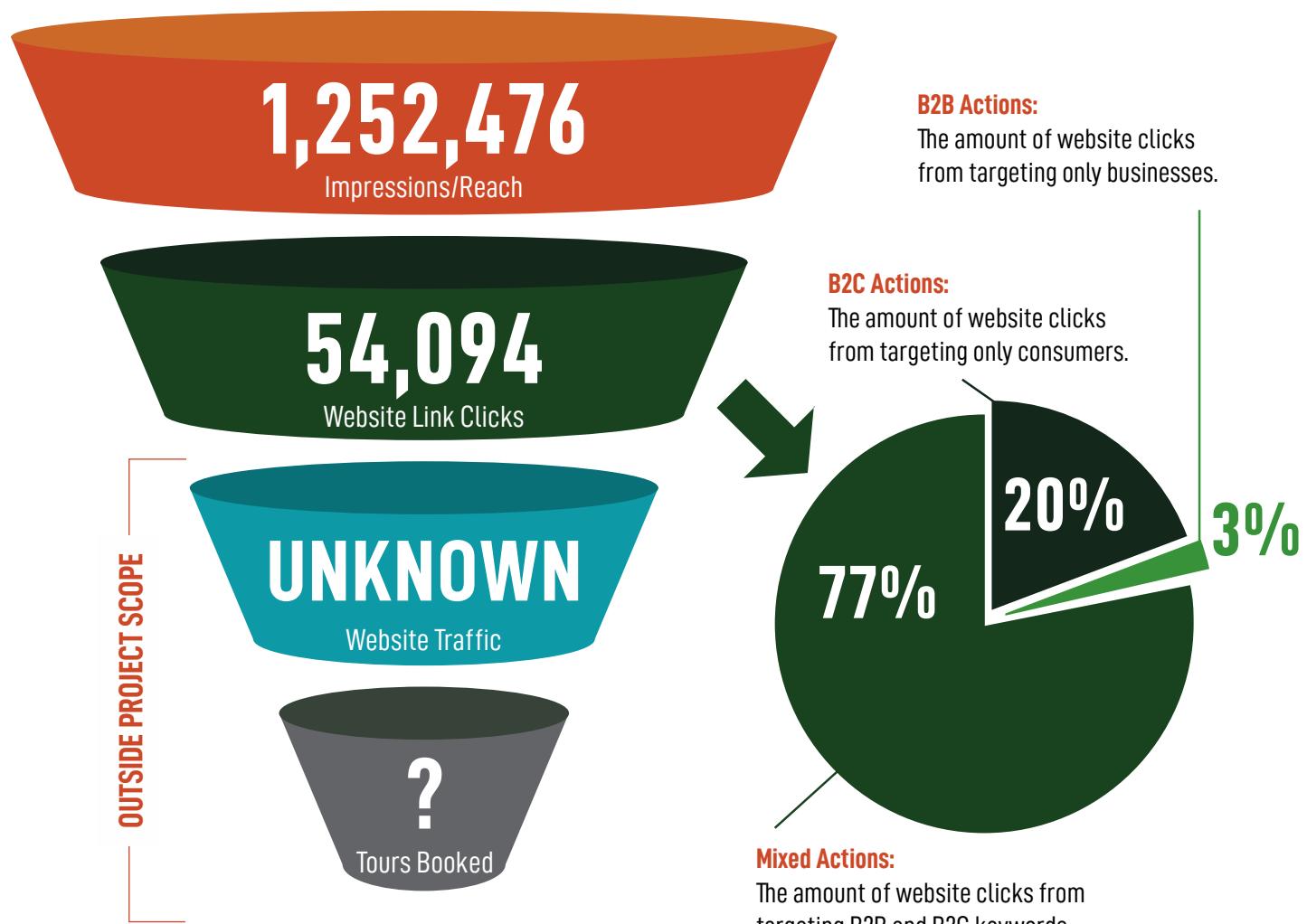
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CAMPAIGN SCORECARD

$10,000
Total Advertising Cost

Google and Social Media Advertising:
The campaign scorecard is a snapshot of the engagement and cost from the advertising.

	Clicks	Reach/Impressions	Avg. Cost/Click	Cost
SOCIAL MEDIA ADS 🇨🇦	**8008** CLICKS	**611,959** REACH	**$0.19** AVG. COST/CLICK	**$1,785.99** COST
GOOGLE AD WORDS 🇨🇦	**39,400** CLICKS	**404,000** IMPRESSIONS	**$0.13** AVG. COST/CLICK	**$5,260.00** COST
GOOGLE IMAGE ADS 🇨🇦	**2,163** CLICKS	**237,061** IMPRESSIONS	**$0.15** AVG. COST/CLICK	**$320.51** COST
SOCIAL MEDIA ADS 🇺🇸	**NA** CLICKS	**305,808** REACH	**NA** AVG. COST/CLICK	**NA** COST
GOOGLE AD WORDS 🇺🇸	**687** CLICKS	**19,465** IMPRESSIONS	**$0.29** AVG. COST/CLICK	**$200.53** COST
NATIONAL PARK ADS 🇺🇸	**NA** CLICKS	**220,000** IMPRESSIONS	**NA** AVG. COST/CLICK	**$1,870** COST
GOOGLE AD WORDS 🇪🇺	**1,080** CLICKS	**22,502** IMPRESSIONS	**$0.19** AVG. COST/CLICK	**$202.09** COST

Reach = The amount of social media users who saw an ad once.
Impression = The amount of google users who saw an ad multiple times.
NA = Data is yet to be collected, requires further analysis or was not provided.

Costs are in Canadian dollars.
All costs include GST.

TORNGATS

TARGETING

Google Ad Words:
Google Ad Words is a system of advertising that displays ads on the top of Google search results. When google search words match a predetermined set of keywords, Google displays the Torngats campaign ads.

To target businesses and customers we test a wide range of tourism related keywords. We analysis ad data to update the ad text to make the ads perform better. We know the ads are performing well when we achieve the lowest Cost Per Click possible (CPC). A great CPC is between $0.10 and $0.15. A low CPC and engaging advertising results in more actions taken and lower cost.

Google Ad Words is an effecting system that captures customers attention at the moment of search. When customers are ready to take action, purchase and engage with a brand or service.

Google Image Ads:
Google Image Ads are image based ads. Similar to social media ads but display on Google search pages. The Torngats Google Image Ads were targeted at Canadian, American and European consumers based on tourism interests and keywords.

Facebook and Instagram Ads:
Facebook and Instagram ads are a combination of graphics, text and hashtags. The ads present the Torngats as an epic Canadian adventure destination and have a pack of hashtags that help include the campaign graphics into tourism related hashtag search results..

Third Party Tourism Media Advertising:
To reach a tourism engaged market in the United States, we purchased two National Park Trips newsletter profiles. National Park Trips is a US, nation-wide media outlet with the goal of "providing digital tourism resources" and has a "network of travel planning websites for travelers interested in visiting national parks and their greater regions". The Torngats will be featured in one (1) April and one (1) May National Parks Trip Newsletter that reaches 110,000+ subscribers. Each newsletter will promote different aspects of the Torngats and provide information on how to apply to tour the Torngats.

Manual Targeting:
Manual targeting is the process of engaging with a social media profile. Engaging a profile involves making actions like following, liking and commenting. Specific profiles are manually targeted to present a partnership with that profile. For example, Parks Canada on Instagram is a profile we want associated with The Torngats profile. SThe Parks Canada profile on Instagram was manually targeted along with the profiles follower base.

At the start of the campaign the Torngats profile manually targeted the social media profiles of tourism-based businesses from a tourism company list put together by Abbey Weisbrot. The follower base of the these company profiles on Instagram were also targeted.

> **!** CONVERTING LEADS INTO APPLICATIONS
> - **Consistent messaging**
> - **Strong call to action (CTA)**
> - **Clear user path**

TORNGATS

ROAD BLOCKS + RECOMMENDATIONS

Website Roadblock:
A website is an important part of any marketing campaign. It is often the main conversion point for customers especially when purchasing from online brands and services.

The Parks Canada Torngats website does not match the campaign messaging or look. The website messaging and user path is unclear. The call to action "apply to book a tour/run a tour" is not presented clearly and is a possible disconnect for potential customers.

Solution:
The application email and phone number are presented clearly in all advertising and social media content.

Facebook-Meta Re-brand Roadblock:
Facebook re-branded to Meta in 2021/22. The Facebook business suite is the tool we use to publish content and ads. When Facebook went through this re-brand period some of the tools in the business suite did not work properly. The location tool within the advertising platform was one of these tools. During the campaign three (3) of the ad sets got skewed. Alberta, British Columbia and the Yukon location targeting skewed to include the United States.

Solution:
To counteract this error we created AB and BC Ads using the best performing ad graphics and text. A new ad set was not created for the Yukon because the Yukon is one of the lowest performing and highest costing ad sets.

USA & Europe Roadblock:
To effectively target tourism consumers in the US and Europe more research and keyword testing would be required.

! RECOMMENDATIONS

Create a clear, conversion focused website to accommodate tourists and guide them through the Torngats tour application process.

A website that presents a clear Torngats tour application process. With information that outlines the benefits and challenges of touring the Torngats.

Unique landing pages paired with targeted ads would increase conversions and strengthen brand trust. (i.e.: Website landing pages designed specifically for tour operators, hikers, photographers, wildlife enthusiasts etc.)

Note: Targeting the USA and Europe effectively would require more research and testing.

CAMPAIGN PHASES

AWARENESS CAMPAIGN REPORT

The Torngats Awareness Campaign involves 4 phases.

01 Social Media Profiles + Google Ad Word Research

02 Social Media Ads Canada/USA + Google Ad Words

03 Social Media Ads 2.0 + Google Ad Words 2.0 + Google Image Ads

04 Google Ad Words USA + Europe + National Park Trips

2021 DECEMBER   **2022** JANUARY   FEBRUARY   MARCH

1
Social Media Profiles + Google Ad Word Research

2
Social Media Ads Canada/USA + Google Ad Words

3
Social Media Ads 2.0 + Google Ad Words 2.0 + Google Image

4
Google Ad Words USA + Europe + National Park Trips
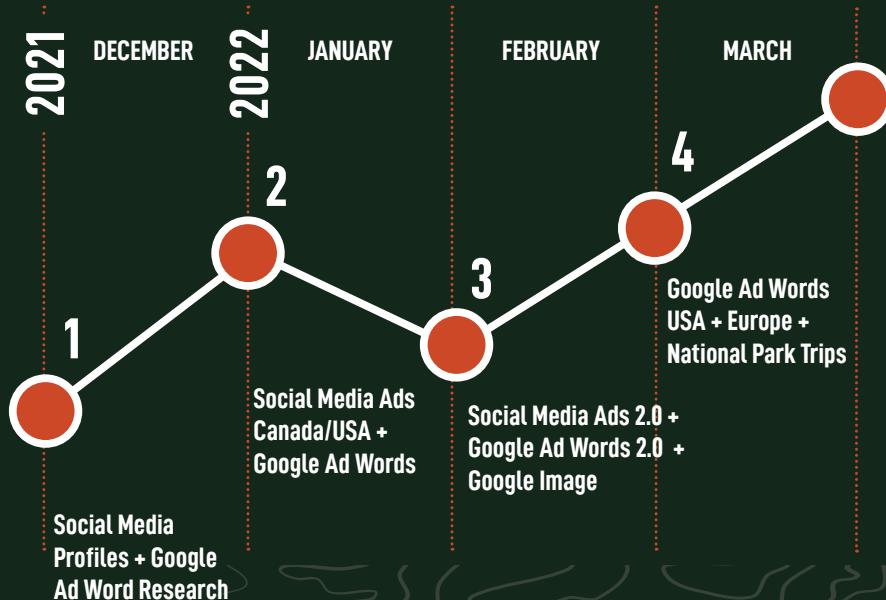
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PHASE 1

SOCIAL MEDIA

The campaign launched with the publication of a Facebook, Instagram, and Twitter profile. The goal was to present the Torngat Mountains National Park as an epic Canadian adventure destination and a trusted tourism brand. A destination comparable to Machu Picchu, Everest, the Andes and more. The advertising messaging challenges tourism companies and travelers to rethink the way they see adventure tourism in Canada. Inviting them to learn more and **"FIND THEIR ADVENTURE"** in the Torngats Mountains National Park.

Social Profile Launch:
1. **Write bio + complete contact info**
2. **Populate profiles with initial content**
3. **Partner up + know your competitors**
    (Parks Canada, Parks Canada NL, Tourism Canada, etc.)
4. **Manually target B2B tourism companies**
    (From the tourism list put together by Abbey Weisbrot)
5. **Manually target tourism companies follower groups**

A note about Twitter:
Twitter was used to manually target a small number of Tourism Companies. The engagement on Twitter was not significant enough to record any stats.

GOOGLE AD WORD RESEARCH

In December keywords from 5 general categories were researched and recorded: **Landscape Explorers, Vacation Finders, Adventure Seekers, Culture Enthusiasts, and Animal Lovers.**

Google Ad Launch:
1. **Research Tourism Keywords**
2. **Test Keywords**
3. **Create ad sets**

SOCIAL PROFILE LINKS

facebook.com/torngatnationalpark

instagram.com/torngatnationalpark

twitter.com/TorngatNatPark
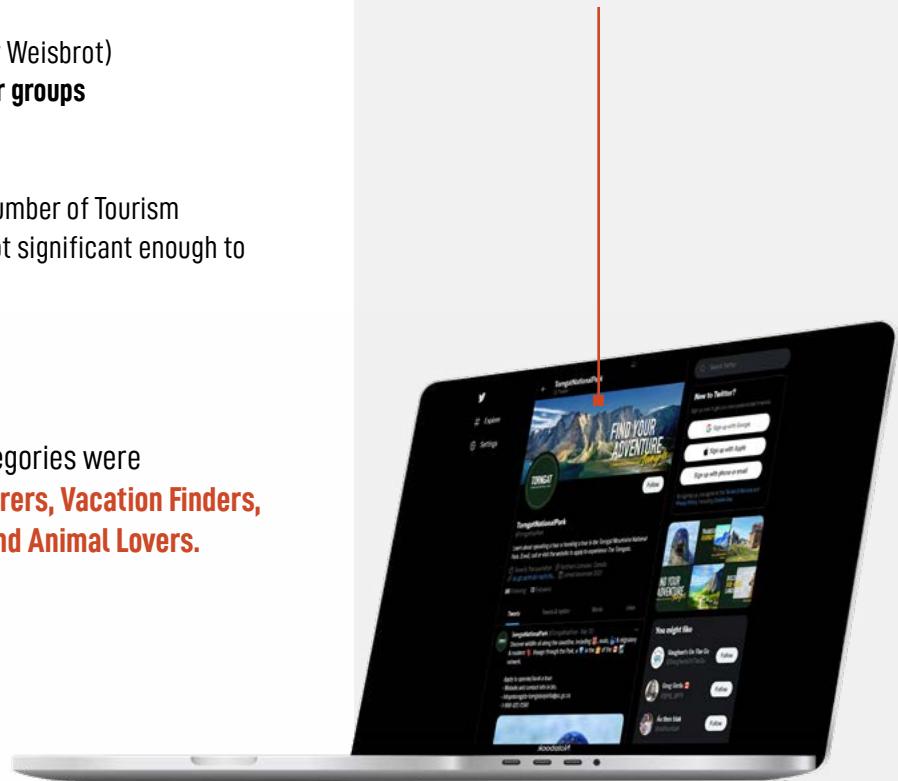
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PHASE 2

SOCIAL MEDIA ADS

Every 2 weeks the social media ads are reviewed and tweaked. Tweaking text and graphics helps the ads perform better and decreases the cost per click (CPC).

GOOGLE AD WORDS

Ad sets from the research stage are created and activated using the researched keywords. The ad data is monitored constantly. The keywords that do not perform well are removed. The keywords that perform well are expanded upon and more ad sets are created. This process is repeated until the cost per click is between $0.10-$0.15 CPC. Keywords are considered successful when they have high impressions and a low CPC. A "Click" represents an internet user clicking an ad and visiting the Torngats Parks Canada website: ***https://www.pc.gc.ca/en/pn-np/nl/torngats***

It is important to note the increase in the values on the left and right of the graph. The value max on the left is 1,500 but is 12,000 on the right. Meaning the amount of clicks and impressions increased dramatically in four months. The graph below shows the clicks and impressions from January 1, 2021 to March 27, 2022.

CLICKS	IMPRESSIONS	AVG. CPC	COST
39.4K	**404K**	**$0.13**	**$5.26K**
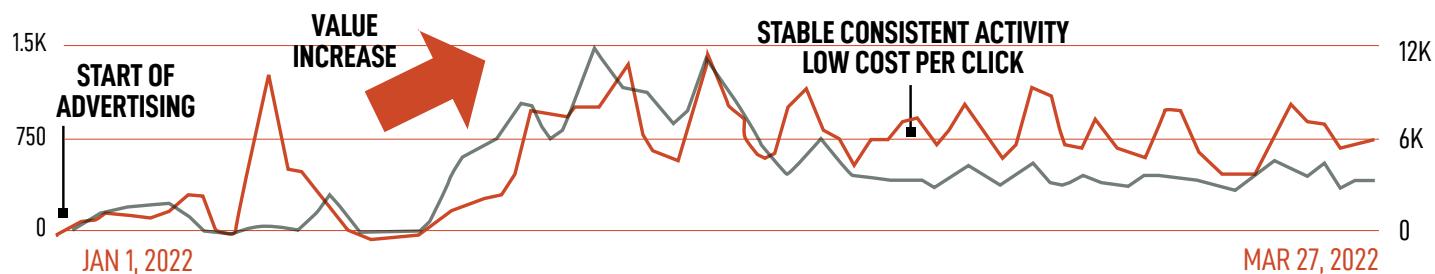
PHASE 1 | PHASE 2 | PHASE 3 | PHASE 4

TORNGATS

PHASE 3

SOCIAL MEDIA ADS 2.0

Best Performing Ads, Ontario and Bi-lingual Ads:
A new Canada wide ad set was created with the best performing images and text. The ad sets for Ontario and Quebec-French were activated. The activation of these ad sets increased engagement dramatically.

GOOGLE AD WORDS 2.0

Best Performing Ads 2.0:
New ad sets were created with the top performing keywords. The cost per click started to decrease across all ads and the engagement activity stabilized. A sign that the ads we all starting to perform more optimally.

GOOGLE IMAGE ADS

Google Image Ads:
Google Image Ads we activated using the best performing ads from the social media ad sets. Google Image Ads generally receive a large quantity of impressions rather than clicks. Yet the Torngat Ads did well in both catagories.

2,163
CLICKS

237,061
IMPRESSIONS
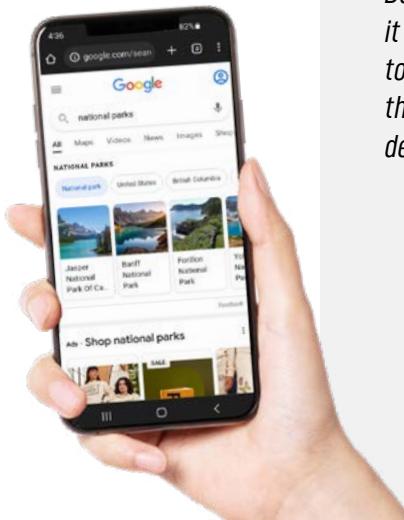
BEST PERFORMING KEYWORDS

- **NATIONAL PARKS**
- **NATIONAL PARKS RESERVATIONS**
- **PARKS CANADA**
- **PARKS CANADA CAMPING RESERVATIONS**
- **NATIONAL PARKS CANADA**
- **TRAVEL CANADA**
- **NATIONAL PARKS CAMPING RESERVATIONS**
- **PARKS CANADA CAMPING**
- **CANADA TOURIST ATTRACTIONS**
- **PARKS CANADA JOBS**
- **CANADA TOURIST PLACES**

Note: It's important to note that none of the keywords were specifically about Torngat National Park. The park is not well known so t is better to focus on broader keywords and search terms to win in the search results.

Because the quantity of clicks was high it a sign that users were interested to learn more about the park even though it's not a well-known adventure destination in Canada.

TORNGATS

PHASE 4

GOOGLE AD WORDS - USA & EUROPE

In phase 4 ads targeting America and Europe were activated. The Canadian ad data and top keyword were used to guide the style and messaging of these ads.

NATIONAL PARK TRIPS

Phase 4 involves a media buy with National Park Trips. (National Park Trips is a US, nation-wide media outlet with the goal of providing digital tourism resources, including a network of travel planning websites for travelers interested in visiting national parks and their greater regions.)

The Torngat will be featured in one (1) April and one (1) May Newsletter that reaches 110,000+ subscribers. Each newsletter will promote different aspects of the Torngats and provide the tour application information. This media buy gets the Torngats campaign messaging in front of an engaged audience who is actively looking for National Park tourism information in North America.

The newsletter example to the right shows the layout and the featured National Parks. The Torngats will be one of the featured stories in both the April and May Newsletters.

110.000+
SUBSCRIBERS

**NATIONAL PARK TRIPS NEWSLETTER EXAMPLE**

National Park Trips
Follow Us:

GET A FREE TRIP PLANNER

Rainbow Falls in Great Smoky Mountains National Park

Dear Traveler,

Studies have long shown that being near waterfalls can make people happy. But it's not just the sight of them that makes us feel relaxed. It's something you can't see. It's the negative ions produced by the moving air and water that have a positive effect on your mood. When those negative ions enter your ...

NEAR ROCKY MOUNTAIN
Fantastic Lodging Resort
Plan an incredible vacation at this new modern resort where you can stay in a beautiful vacation home, Airstream with a modern interior or a campsite just 20 minutes from Rocky Mountain National Park.

IN GRAND CANYON
Fantastic Lodge in the Park
Stay at this super-convenient lodge a short walk or shuttle ride from the South Rim of the Grand Canyon National Park to feel away from the crowds but close to all you want to see.

TORNGATS

ADVERTISING RESULTS

CANADA - GOOGLE AD WORDS

Campaign	Type	Clicks	Impr.	CTR	Avg. CPC	Cost
Ontario	Search	6,417	20,025	32.04%	0.05	$318.98
Alberta	Search	3,542	11,920	29.71%	0.1	$363.01
British Columbia	Search	3,490	13,178	26.48%	0.1	$359.05
Yukon	Search	3,363	11,359	29.61%	0.11	$357.01
New Brunswick	Search	2,776	7,894	35.17%	0.13	$357.7
Nova Scotia	Search	2,736	8,786	31.14%	0.13	$362.81
Quebec ENGLISH	Search	2,625	11,102	23.64%	0.12	$318.04
Saskatchewan	Search	2,472	8,141	30.36%	0.15	$362.04
Manitoba	Search	2,291	7,744	29.58%	0.16	$359.14
Newfoundland and Labrador	Search	1,121	5,354	20.94%	0.32	$357.22
Quebec FRENCH	Search	1,051	8,996	11.68%	0.24	$255.83
Prince Edward Island	Search	880	3,923	22.43%	0.39	$344.39
Northwest Territories	Search	200	1,567	12.76%	0.79	$157.61
Nunavut	Search	48	383	12.53%	0.74	$35.48

TOP PERFORMING GOOGLE AD WORDS + GOOGLE IMAGE ADS

CANAD - TOP PERFORMING	Search	2,803	15,856	17.68%	0.1	$278.8
USA - TOP PERFORMING	Search	641	18,707	3.43%	0.3	$190.73
EUROPE - TOP PERFORMING	Search	988	20,256	4.88%	0.19	$185.99
GOOGLE IMAGE ADS	Display	2,082	230,431	0.90%	0.15	$308.84

CTR = Click Through Rate
Avg. CPC = Average Cost Per Click

# TORNGATS

INSIGHTS

A) Ontario is by far the province with the most searches using the identified keywords, resulting in the most clicks to the website. Although we started the Ontario campaign later than the other provinces, the amount of clicks is almost double the second ranking location. This could mean that the Ontario population is more interested in national parks than the rest of the country, or it could be the fact that the Ontario population is larger than the other provinces and territories.

B) Ontario was also the clear winner in terms of Cost Per Click. This could mean that the competition for the same search terms is lower in that province, or simply that the Ontario market has still a lot of room for growth in terms of offers related to natural parks. In any case, due to amount of searches, market size, Ad cost and territorial proximity, Ontario is clearly a very important market to draw visitors from.

C) Prince Edward Island, the Northwest Territories and Nunavut have the smallest populations and the lowest amount of clicks, creating the highest average cost per click.

D) The Yukon Google Ad Words results are an interesting outlier, being the fourth province with the most clicks, second smallest population, and fourth cheapest average cost per click. This could mean that the Yukon population are looking for more tourism options.

E) Quebec Ads had more impressions and clicks in English than in French, plus a better click-through-rate (CTR).

F) The top 10 Canadian campaigns by province had similar CTR and total cost.

G) US and EU campaigns had more impressions than all the provinces except Ontario, but extremely low CTR. This could possibly signal that foreigners do want to visit Canadian natural parks but might be interested on areas that are more known or accessible.

H) The Google Image Ad campaign delivered a large amount of impressions with a comparatively good amount of clicks, but had the lowest Click through ratio. This is normal as people would simply see the images on sites they visited without actively searching related keywords, making this campaign an effective tool for general brand recognition, but less effective for conversion.

POPULATION CANADIAN PROVINCES >>

Province	(2022 est.)
Ontario	14,826,276
Quebec	8,604,495
British Columbia	5,214,805
Alberta	4,442,879
Manitoba	1,383,765
Saskatchewan	1,179,844
Nova Scotia	992,055
New Brunswick	789,225
Newfoundland	520,553
PEI	164,318
NWT	45,504
Yukon	42,986
Nunavut	39,403
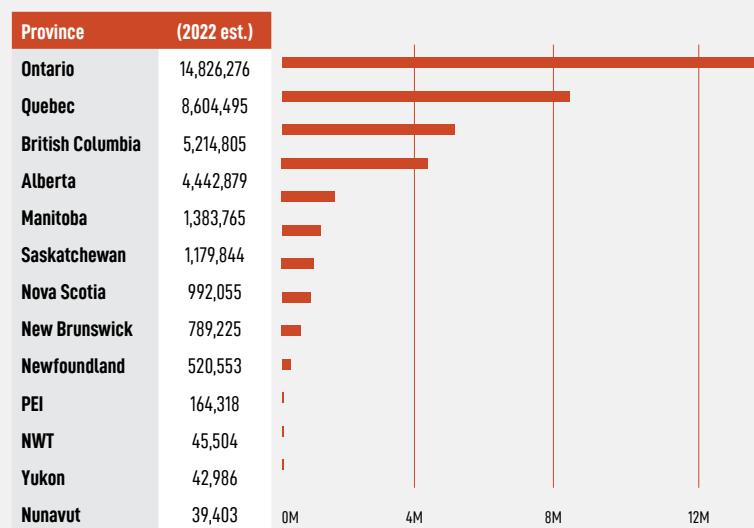
TOP PERFORMING KEYWORDS

The following are the top 10 keyword+campaign groups. These 10 campaigns triggered the most clicks.

Keywords are repeated because every Canadian campaign used the same search keywords.

TOP 10 KEYWORDS >>

#	Search Keyword	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost
1	parks canada	Ontario	1,527	5,180	29.48%	0.04	$59.32
2	national parks	New Brunswick	1,397	3,877	36.03%	0.15	$215.17
3	parks canada	Quebec English	1,190	4,324	27.52%	0.07	$85.06
4	national parks	Canada	1,002	6,485	15.45%	0.12	$117.63
5	parks canada	British Columbia	813	2,975	27.33%	0.08	$68.68
6	parks canada	Yukon	784	2,568	30.53%	0.09	$68.46
7	parks canada	Alberta	781	2,614	29.88%	0.08	$58.77
8	national parks	Nova Scotia	684	2,382	28.72%	0.22	$147.52
9	national parks	Saskatchewan	604	2,263	26.69%	0.22	$130.72
10	national parks reservations	Manitoba	558	1,232	45.29%	0.09	$49.59

The following are the keywords that occupied the top 100 positions across all campaigns.

These keywords appeared in the top 100 searches.

Note: *We recommend any future ad or promotional content must use, at the very least, the first 5 key keywords.*

MOST COMMON KEYWORDS IN TOP 100 SEARCH TERMS >>

#	Search Keyword	#	Search Keyword
1	parks canada	7	national parks camping reservations
2	national parks	8	parks canada camping
3	national parks canada	9	parcs canada
4	parks canada camping reservations	10	parcs nationaux
5	national parks reservations	11	canada tourist attractions
6	travel canada	12	parks canada jobs

TORNGATS

KEY STATS

CLICKS BY AGE >>

Age Range	Clicks	%	Impr.	CTR	Avg. CPC	Cost
35-44	6,997	27.13%	20,025	32.04%	0.05	$318.98
45-54	6,485	25.14%	11,920	29.71%	0.1	$363.01
55-64	4,766	18.48%	13,178	26.48%	0.1	$359.05
25-34	4,211	16.33%	11,359	29.61%	0.11	$357.01
65+	2,174	8.43%	7,894	35.17%	0.13	$357.7
18-24	1,247	4.83%	8,786	31.14%	0.13	$362.81

CLICKS BY GENDER >>

Gender	Clicks	% of known total	Impr.	CTR	Avg. CPC	Cost
Female	15,515	60.15%	11,920	29.71%	0.1	$363.01
Male	10,557	40.93%	20,025	32.04%	0.05	$318.98

CLICKS BY AGE & GENDER >>

Gender	Clicks	% of known total	Impr.	CTR	Avg. CPC	Cost
Gender	Age Range	Clicks	%	29.71%	0.1	$363.01
Female	65+	1,092	4.23%	32.04%	0.05	$318.98
Male	65+	1,075	4.17%	29.61%	0.11	$357.01
Female	55-64	2,560	9.93%	35.17%	0.13	$357.7
Male	55-64	2,193	8.50%	31.14%	0.13	$362.81
Female	45-54	3,745	14.52%	23.64%	0.12	$318.04
Male	45-54	2,722	10.55%	30.36%	0.15	$362.04
Female	35-44	4,420	17.14%	29.58%	0.16	$359.14
Male	35-44	2,562	9.93%	20.94%	0.32	$357.22
Female	25-34	2,702	10.48%	11.68%	0.24	$255.83
Male	25-34	1,489	5.77%	22.43%	0.39	$344.39
Female	18-24	812	3.15%	12.76%	0.79	$157.61
Male	18-24	420	1.63%	12.53%	0.74	$35.48

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KEY STATS

ENGAGEMENT BY AGE & GENDER >>

Female 55.7%   Male 44.3%

CLICKS BY AGE >>

18-24   25-34   35-44   45-54   55-64   65+

CLICKS BY GENDER >>

Male

Female

CLICKS BY AGE & GENDER >>

Male

Female

18-24   25-34   35-44   45-54   55-64   65+
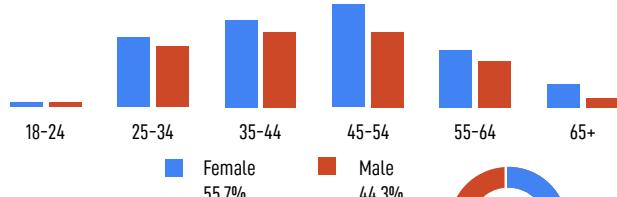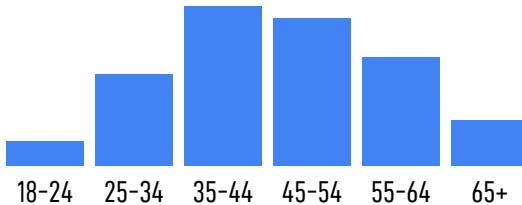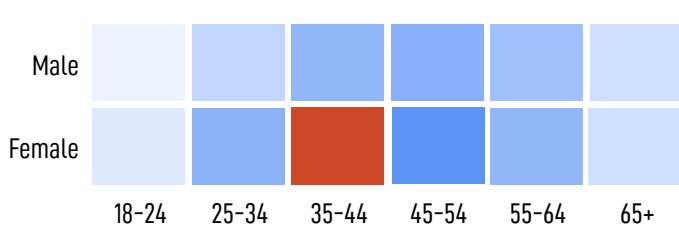
SOCIAL ADVERTISING

TOP 10 AMERICA STATES BY REACH

State	Reach
CALIFORNIA	25,374 REACH
FLORIDA	18,686 REACH
NEW YORK	13,343 REACH
MICHIGAN	11,487 REACH
OHIO	11,391 REACH
PENNSYLVANIA	10,735 REACH
WASHINGTON	9,728 REACH
NORTH CAROLINA	8,943 REACH
VIRGINIA	8.512 REACH
COLORADO	8,608 REACH

Reach = Amount of social media users who saw an ad once.

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RESULTS BY TIME + DAY

**Activity by day of week and time of day:**

The following graphs show the activity of clicks based on the time of day and the day of the week.

- **The data suggests that Mondays through Wednesdays around noon are more likely to see Ad Clicks. (Represented by the dark blue squares)**

- **The data also suggests that impressions are highest later in the day and into the evening.**

- **The data suggests that actions/clicks are taken during the workday, while impressions are occurring after work.**

CLICKS >>
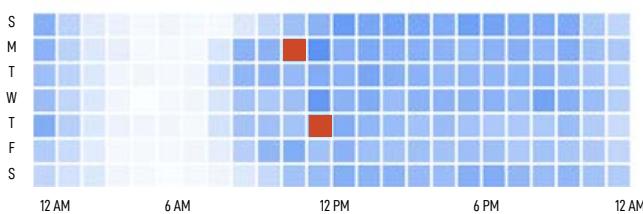
IMPRESSIONS >>
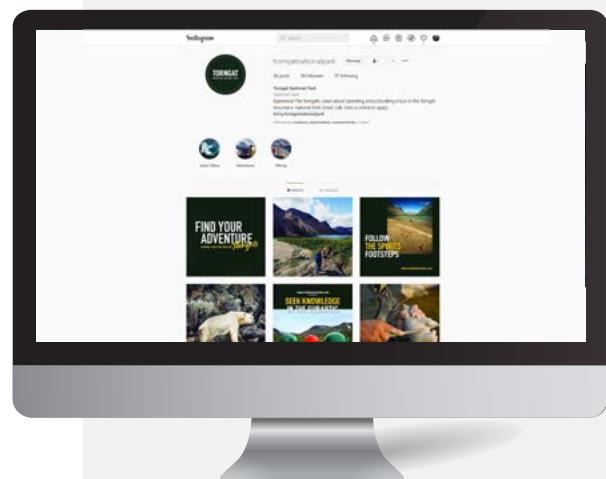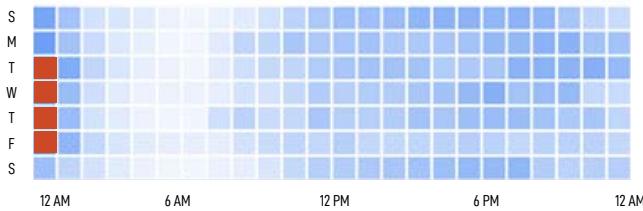
TORNGATS

SOCIAL MEDIA AD DEMOGRAPHICS

A SOCIAL MEDIA ADS

The social media ads for the Torngats campaign consisted of Facebook and Instagram ads.

The ads were image and text based. The ads were broken into **6+ BOLD CREATIVES AND 6+ BRAND FORWARD CREATIVES.** The ads were targeted at Canadians and Americans based on their location and interests.

Locations:
- **Canadian Provinces**
- **American States**

Interests:
- **Outdoors**
- **National park**
- **Mountains**
- **Hiking trails**
- **Nature photography**
- **Parks Canada**
- **National Parks of Canada**

Profile Totals:
- **Facebook page followers:**   359
- **Facebook page likes:**   323
- **Instagram followers:**   77
- **Twitter followers:**   13

B GOOGLE AD WORDS

The Google Ad Word demographic data provides insight into the most valuable customers for National Park Tourism.

FEMALES AGES 35-44 BEING THE MOST ENGAGED GROUP and the group that took action to learn more and click the ads.

Canadians 65+ and ages 18-25 were the least engaged. This could be due to the fact that these age groups are looking for tourism options closer to home due to lack of mobility or finances.
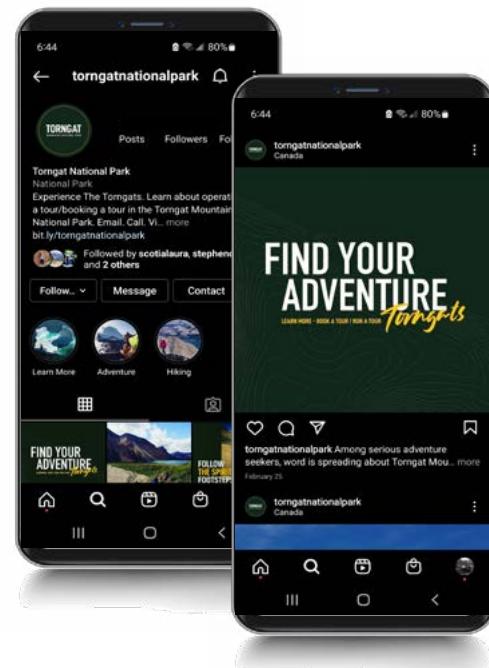
TORNGATS

## PROFILE REACH & VISITS

REACH >>

Facebook Page Reach ⓘ
836,832 ↑ 41.8M%

Instagram Reach ⓘ
**2,006** ↑ 100%

**PAGE & PROFILE VISITS >>**

Facebook Page Visits ⓘ
1,619 ↑ 100%
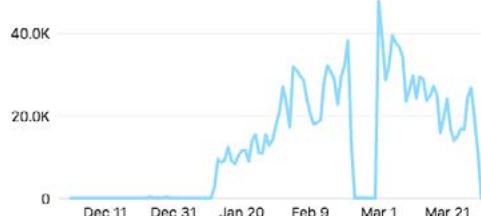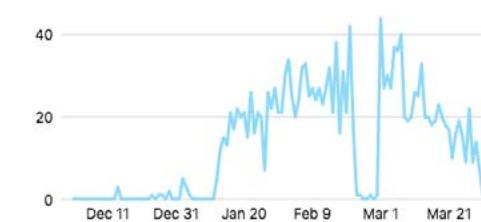
Instagram Profile Visits ⓘ
298 ↑ 100%

Profile Totals:
- **Facebook followers:**   359
- **Facebook page likes:**   323
- **Instagram followers:**   77
- **Twitter followers:**   13
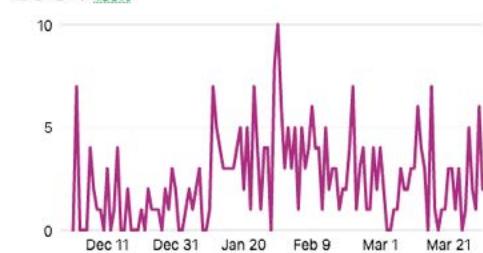
Note: It's important to note that Facebook was a clear winner for natural engagement. The users on Facebook are more likely to share, comment and engage with the Torngats social media content.

TOP PERFORMING ADS
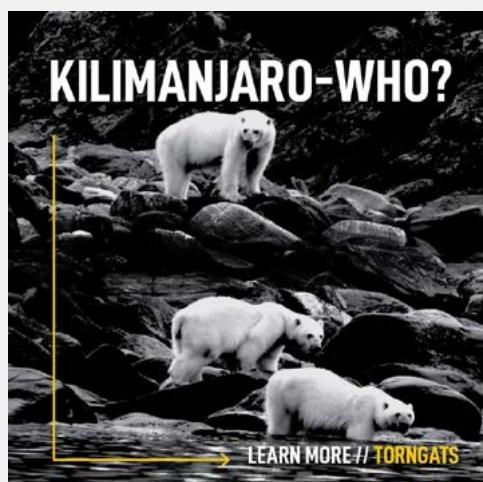
Note: These two ad creatives performed the best across all the social media advertising and across all of Canada and the US. This could be because Machu Picchu and Kilimanjaro are the most recognizable adventure tourism destinations out of the destinations presented in the ad sets.

TORNGATS

ADVERTISING: GOOGLE VS SOCIAL

Google Ad Words + Image Ads:
The chart below shows the results of the campaign in each province and territory.

ACTIVITY BY PROVINCE GOOGLE >>

Campaign	Type	Clicks	Impr.	CTR	Avg. CPC	Cost
Ontario	Search	6,417	20,025	32.04%	0.05	$318.98
Alberta	Search	3,542	11,920	29.71%	0.1	$363.01
British Columbia	Search	3,490	13,178	26.48%	0.1	$359.05
Yukon	Search	3,363	11,359	29.61%	0.11	$357.01
New Brunswick	Search	2,776	7,894	35.17%	0.13	$357.7
Nova Scotia	Search	2,736	8,786	31.14%	0.13	$362.81
Quebec ENGLISH	Search	2,625	11,102	23.64%	0.12	$318.04
Saskatchewan	Search	2,472	8,141	30.36%	0.15	$362.04
Manitoba	Search	2,291	7,744	29.58%	0.16	$359.14
Newfoundland and Labrador	Search	1,121	5,354	20.94%	0.32	$357.22
Quebec FRENCH	Search	1,051	8,996	11.68%	0.24	$255.83
Prince Edward Island	Search	880	3,923	22.43%	0.39	$344.39
Northwest Territories	Search	200	1,567	12.76%	0.79	$157.61
Nunavut	Search	48	383	12.53%	0.74	$35.48

Social Media Ads:
The chart below shows the results of the campaign in each province.

ACTIVITY BY PROVINCE SOCIAL >>

Campaign	Type	Clicks	Reach	Avg. CPC	Shares	Comments	Post Reactions	Cost
Quebec FRENCH	Facebook/Instagram	1130	107,200	$0.09	20	29	153	$101.22
AB/BC Top Performing Ads	Facebook/Instagram	1130	97,213	$0.09	14	14	126	$105.06
Ontario	Facebook/Instagram	930	60,108	$0.11	23	11	137	$105.33
Quebec ENGLISH	Facebook/Instagram	801	44,432	$0.18	12	14	124	$147.56
Saskatchewan	Facebook/Instagram	734	51,003	$0.19	7	5	55	$147.09
Newfoundland and Labrador	Facebook/Instagram	656	31,806	$0.21	47	18	143	$147.38
Nova Scotia	Facebook/Instagram	638	35,341	$0.22	20	10	98	$147.57
Manitoba	Facebook/Instagram	630	38,566	$0.22	8	0	55	$147.25
New Brunswick	Facebook/Instagram	621	32,707	$0.23	13	6	75	$147.44
Prince Edward Island	Facebook/Instagram	315	13,494	$0.45	6	6	46	$147.58
British Columbia	Facebook/Instagram	212	48,949	$0.15	12	7	94	$147.67
Alberta	Facebook/Instagram	173	46,900	$0.14	12	7	91	$147.60
Yukon	Facebook/Instagram	38	4,240	$0.14	6	20	86	$147.24

We look forward to the next project.

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